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AGENDA

City of Milton
Tourism Development Committee
Thursday, July 28, 2016
8:30 a.m.
MILTON CITY HALL
Conference Room
710 S. Janesville Street

- 1. Call to order
- 2. Approve Agenda
- 3. Approve Minutes June 30, 2016
- 4. Discussion and possible action on Spectrum Reach community television commercial and digital advertising
- 5. Discussion and possible action on CSI Media tourism guide
 - a. City Map
- 6. Discussion and possible action on the 50th anniversary of the merger of Milton and Milton Junction
- 7. General Items
- 8. Set Next Meeting Date
- 9. Motion to Adjourn

**Please note that upon reasonable notice, at least 48 hours in advance, efforts will be made to accommodate the needs to disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's office at 868-6900, 710 S. Janesville Street, Milton, WI 53563.

Notice is hereby given that a majority of the Common Council may be present at this meeting at the above mentioned date and time to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the City Council will not take any formal action at this meeting.

Posted by: Elena Hilby 07/22/16

Tourism Development Committee Mission Statement: "The mission of the City of Milton Tourism Development Committee is to promote and improve the City's image as a great place to visit, to attract increased numbers of travelers, and to increase tourist spending in Milton."

City of Milton Tourism Development Committee June 30, 2016

Call to order

Assistant to the City Administrator Inga Cushman called the June 30, 2016 meeting of the Tourism Development Committee to order at approximately 8:33 a.m.

Present: Ald. Lynda Clark, Ald. Maxine Striegl, Tony Astin, and Cori Olson.

Also present: Ald. Nancy Lader, Dean Blaser, Doug Welch, Kari Klebba, Scott Maenner, and Assistant to the City Administrator Inga Cushman.

Approve Agenda

Ald. Clark motioned to approve the agenda. C. Olson seconded, and the motion carried.

Approve Minutes - May 18, 2016

Ald. Striegl motioned to approve the minutes with the correction that Assistant Cushman called the meeting to order. Ald. Clark seconded, and the motion carried.

Discussion and possible action on CSI Media tourism guide

a. City Map

S. Maenner introduced himself as the new representative from CSI Media that will be working with the committee on the tourism guide. He will work with Assistant Cushman on developing an announcement letter.

Assistant Cushman stated that she will be developing a map to use in the guide since CSI Media stated they would not be able to accommodate the requested edits to the map they provided.

<u>Discussion and possible action on Spectrum Reach community television commercial and digital advertising</u>

The committee reviewed the short videos that were created by D. Blaser for the Glacial River Trail and Civil War Days. D. Blaser will send the high resolution version to Assistant Cushman to be added to the website.

General Items

Ald. Clark stated the 50th anniversary of the merger of Milton and Milton Junction is in 2017. She requested this item be put on the next agenda for discussion.

Set Next Meeting Date

The next meeting of the Tourism Development Committee will take place on July 28, 2016 at 8:30 a.m.

Motion to Adjourn

T. Astin motioned to adjourn the June 30, 2016 meeting of the Tourism Development Committee at approximately 9:03 a.m. M. Striegl seconded, and the motion carried.

Respectfully Submitted,

Inga Cushman

Assistant to the City Administrator